

DigiCert, Inc. Trademark Usage Guidelines

INTRODUCTION

This document (the “Policy”) outlines DigiCert’s policies regarding any person’s or entity’s (“User”) use of trademarks, logos, and site seals (“Trademarks” or a “Trademark”) owned by DigiCert, Inc., a Utah corporation (“DigiCert”). The purpose of this document is to ensure that the Trademarks remain strong and continue to serve as source and quality indicators of DigiCert’s products and services while permitting DigiCert’s partners and customers to accurately describe their affiliation with DigiCert. Examples of Trademarks include DigiCert®, CertCentral®, ClickID®, Wildcard Plus®, Direct Cert Portal®, Certificate Inspector®, DirectAssured®, and any logos or site seals created or distributed by DigiCert. This list is not exclusive and does not limit the scope of what DigiCert claims as protected material.

GENERAL GUIDELINES

DigiCert encourages its partners and customers to use the Trademarks in publicly distributed materials that reference DigiCert’s products and services. However, the Trademarks must be used in accordance with this Policy and may not be displayed:

- in a manner that could confuse a viewer about the source of a product or service, including using a Trademark to falsely imply that DigiCert endorses a non-DigiCert product or service,
- in material that disparages DigiCert,
- for purely decorative purposes, or
- in material that DigiCert finds objectionable.

Use of a Trademark in accordance with this Policy does not require additional approval. Other uses, whether commercial or non-commercial, require DigiCert’s prior written permission. Any use not contemplated in this Policy, or not approved in writing, is unauthorized and violates DigiCert’s rights.

PERMITTED USERS

Only a User that has a contractual relationship with DigiCert is permitted to use a Trademark in connection with the User’s website. A User’s license to use a Trademark is expressly granted in the applicable agreement with DigiCert. Anyone may use a DigiCert text Trademark to make true and factual statements about the products bearing the mark.

EXCLUSIVE OWNERSHIP OF THE TRADEMARKS

DigiCert is the exclusive owner of the Trademarks and is the only entity entitled to register or claim an ownership interest in a Trademark or a derivative work of a Trademark. Users may not (i) incorporate a Trademark into their product or service names, company or trade names, marks, logos, internet domain names, or social media profiles, (ii) use the Trademark in a manner that is misleading, fraudulent, or likely to cause confusion or mistake, or (iii) attempt to register a trademark or domain name that contains or is a derivative of a Trademark.

ATTRIBUTION OF OWNERSHIP

Material displaying a Trademark must attribute ownership of the Trademark to DigiCert. The material must not display the Trademark more prominently than User’s own logos and trademarks. Material displaying a Trademark should include the following

statement: “ ___ _ [is a/are] trademark[s] of DigiCert, Inc. and [is/are]protected under the laws of the United States and possibly other countries.” The blank space should list all Trademarks used in the material, and the inapplicable text in the brackets should be deleted along with the brackets.

Trademarks must include the proper registration notation (® for registered trademarks and ™ for non-registered trademarks). In text, only the first instance of the Trademark needs annotation. After the first instance, dropping the ® or ™ is permitted. For logos, include the ® or ™ in each instance.

When using a Trademark on a website or on another Internet-enabled medium, at least one reference to DigiCert must include a link to www.digicert.com.

SPECIAL RULES FOR DISPLAYING LOGOS AND SITE SEALS

Users must treat DigiCert’s logos and site seals as a single piece of art, not as a conglomeration of text. Logos and site seals must be produced in the highest quality available. Resized logos and site seals must retain their original proportions and must never be so small that the letters and shape of the Trademark are unrecognizable. Users must surround logos and site seals with a clear area that is free from lettering or design elements. Derivative works— the modifying of logos and site seals (other than resizing)— are not permitted.

GRAMMAR RULES FOR UTILIZING TRADEMARKS

Trademarks must be used as adjectives followed by a generic modifier and not as nouns, verbs, or in the plural form. For example:

Correct: DigiCert® certificates are incredible.

Incorrect: DigiCerts are incredible.

Because Trademarks are not nouns they must not be used in the possessive form, unless the Trademark itself is in possessive form. For example:

Correct: They enhanced the features of CertCentral® certificate management.

Incorrect: They enhanced CertCentral's features.

Users may not vary the appearance of trademarks by abbreviating them, incorporating them into acronyms, changing their spelling, or improperly capitalizing them.

USAGE RULES FOR DIGICERT AS A TRADE NAME

“DigiCert” functions not only as a trademark that identifies DigiCert as the source of goods and services it offers but also as a trade name referring to DigiCert, Inc. Trade names are nouns and therefore, must not be followed by a generic descriptor but may be used in the possessive form.

In text format, the first reference to the trade or company name must be “DigiCert, Inc”. “DigiCert” can be used for subsequent trade name references. When used as a trade name, “DigiCert” should not be followed by a trademark symbol.

LINKING

Linking to DigiCert's website is permitted. Trademarks that include a link must both follow this Policy and point to the official DigiCert website.

TRADEMARK ABUSE

Trademark misuse should be reported to legal@digicert.com. Please provide all information relevant to the misuse, including where the misuse occurred.

DigiCert reserves the right to review any use of its Trademarks and may object to any use that it deems a violation of this Policy. User agrees to promptly cease using a Trademark if DigiCert objects to its use.

AMENDMENTS

DIGICERT MAY MODIFY ITS TRADEMARKS AND THIS POLICY AT ANY TIME. PLEASE REFER TO THIS POLICY REGULARLY TO ENSURE COMPLIANCE. This Policy was last updated on April 3, 2017.

QUESTIONS

If you have any questions about this Policy, please contact legal@digicert.com.